

Shire of Broome
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Media Release



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For immediate release

Sporting community unites to 'Play the Broome way'

Broome's junior sporting community will have a clear message for everyone keen to be involved in their sports – 'Play the Broome Way!'

The Shire of Broome, Sport and Recreation Club Development Officer, Mike Doyle said he has worked with sporting organisations in Broome to come up with eight key principles that best define what junior sports should be focussed on.

"The aim is to see a united stance from the Broome sporting community to foster a fun, friendly and inclusive family environment for all," Mike said.

"The majority of junior programs in Broome were conducted in a positive manner, and many organisations already had their own codes of conduct, so the "Play the Broome Way" was basically an amalgamation of the key points from a variety of sporting groups.

"The Shire has developed highly visible posters which will be distributed to junior sporting clubs to display at their events.

"The point with this uniquely Broome document is that it will be an entire sporting community endorsing the same core principles, and promoting their support publicly.

"If we can "Spiff Up" junior sport and develop that positive family culture now, we'll be better placed to keep it that way as our town grows."

[\(Sporting poster attached for your information\)](#)

Ends

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